# Organisation of publishing and media companies (with workshops)

## Prof. Giorgio Riva

# Workshop: Personal Branding and Web Communication Techniques

Roberta Moretti

# Workshop: Web Writing Tools

Paolo Fossati; Marzia Morteo

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## Prof. Giorgio Riva

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The aim of the course is to provide students with fundamental skills related to the publishing and media market, its economic and organisational characteristics and its industrial processes. The course will focus, in particular, on trade publishing, education publishing, daily and online newspapers, video broadcasting, advertising and digital media.

For each sector, the course will analyse the following elements: historical development, business cycle, organization and professional figures, the structure of the profit and loss account, and the size and characteristics of the relevant market.

The course also includes a mandatory workshop on Personal Branding and Web Communication Techniques and an optional workshop on Web Writing Tools (see dedicated syllabi).

At the end of the course, students will be able to understand the structure of the financial statements, to recognize the publishing and media market and to identify the main factors of transformation and the main financial/management kpi. Regarding each sector examined, students will learn historical development, corporate processes and organisation, main characteristics of products and different business models. Students will be able to understand and assess the economic aim of different markets/sectors and compare prospective paths of development.

***COURSE CONTENT***

1. Financial statements
   1. Balance sheet
   2. Income statement and kpi
   3. Business Plan
2. Organizational models and processes
   1. Professional figures
   2. Strategic and operative marketing
3. Scenario of Publishing and Media companies
   1. Communication industry
   2. Legal context
   3. Market context
   4. Media consumption
   5. Business models
   6. Market measurement
4. Advertising
5. The television and movie sector
6. The online and daily newspapers sector
7. The trade publishing sector
8. The educational publishing sector

***READING LIST***

- F. Perretti, S. Basaglia, *Economia e management dei media,* Egea, 2018 (optional)

***TEACHING METHOD***

Lectures

Company testimonies

***ASSESSMENT METHOD AND CRITERIA***

There will be an oral examination during which students must show their knowledge of information, distinctions, kpi and key concepts of the publishing and media market and specific sectors presented during the course. Assessment will be based on relevance of students’ answers, their appropriate use of specific terminology, their ability to identify conceptual connections between sectors and relative business models and prospective paths of development.

***NOTES AND PREREQUISITES***

There are no prerequisites for attending the course. However, students should be interested in the publishing and media sector.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.

# Organisation of Publishing and Media Companies Workshop (Personal branding and web communication techniques)

Dr. Roberta Moretti

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course aims to help students develop the skills they need to structure a Personal Branding strategy, and acquire an in-depth knowledge of the main digital tools, social media and networks, in order to be able to use them in professional communication and create a digital portfolio.

In particular, the course aims to make students aware of the impact of professional communication for their positioning, job search, and the achievement of their professional objectives, and, therefore, the importance of having already a strategy, an action plan, and tools during their academic training.

Furthermore, the course will explore the following topics: social recruiting, the top skills employers look for (in terms of academic path), and the job interview.

During the course, students will have the possibility to assess their own skills (including soft skills) and strengths, in order to get to know themselves better and identify the distinctive features that must be included in their first personal branding strategy – that will be assessed during the final exam – and be ready to enter and position themselves in the world of work.

The course will be based on a practical and engaging approach, and students will be invited to work on their presentation in a series of pitches in front of the class and via video conference.

At the end of the course, students will be able to structure a personal branding strategy for professional communication, and properly use Linkedin and the main social media – both from a technical point of view (how they work, how to use them) and in terms of content (what are they for? In which way do we use them?) – and use the Web to create and add value to their personal portfolio.

***COURSE CONTENT***

1. Mindset and success
   1. Approach and awareness
   2. The key elements of success
2. Personal branding
   1. An introduction to Personal Branding and the importance of having a strategy
   2. The key points of a personal branding strategy
   3. Social recruiting
3. The skills assessment
   1. Skills, knowledge, and aptitudes
   2. Strengths and areas of improvement
   3. Values
   4. Soft Skills
   5. The world of work and the most in-demand skills
4. Professional communication and digital tools
   1. Social networks and social media
   2. The creation of a Linkedin profile
   3. Digital CV and video CV
   4. Digital portfolio
   5. Networking and community
5. Strategy and action
   1. The writing of the first draft of a personal strategy
   2. Self-presentation (pitch)
   3. Everyday practical actions supporting personal branding
   4. The job interview

***READING LIST***

* Teaching material and lecture notes available on Blackboard.
* Luigi Centenaro - Tommaso Sorchiotti, *Personal Branding Promuovere sè stessi online per creare nuove opportunità,* Hoepli - Trento 2014 (optional).

***TEACHING METHOD***

Theoretical and practical lectures, held in class

Pitches and practical activities to engage students

Creation of material (for the final assessment)

***ASSESSMENT METHODAND CRITERIA***

For the final assessment, students will be asked to produce material related to the tools introduced during the course. In addition, they will be assessed on their active participation in class.

For each product they realise (also during the workshop) and present in class, students will be awarded depending on:

• the level of detail of the content of the requested products

• the presentation of products in class or through videos

• the participation in class and the interest shown towards the workshop

• creativity

• the respect of deadlines

• the organisation of work

The individual points will be added up to determine the mark for the workshop, which may affect the final grade for the “Organization of Editorial and Media Companies” course by -1 or +1 points.

***NOTES AND PREREQUISITES***

There are no prerequisites for attending the course. However, students are expected to show a certain curiosity towards the subject, also in view of the preparation of professional communication for their future entry into the labour market.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.

# Workshop: Web Writing Tools

Paolo Fossati; Marzia Morteo

*The syllabus will be provided at a later date.*